

BBA

CO-COURSE OUTCOME

Semester-1

CODE	COURSE	COURSE OUTCOME
BBA1B01	MANAGEMENT THEORY AND PRACTICES	<ul style="list-style-type: none"> ➤ Discuss different schools of management thought ➤ Understand apply the concepts of planning, organizing, staffing and controlling for effective management ➤ Aware and apply the ethically and socially responsible behavior in Management, and Aware and pursue the modern management practices in business
BBA1C01	MANAGERIAL ECONOMICS	<ul style="list-style-type: none"> ➤ Acquire knowledge regarding relevant economic concepts applicable in managerial decisions ➤ Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets ➤ Make optimal business decisions by integrating the concepts of economics.

Semester-2

CODE	COURSE	COURSE OUTCOME
BBA2B02	FINANCIAL ACCOUNTING	<ul style="list-style-type: none"> ➤ Discuss and apply fundamental accounting concepts, principles and conventions ➤ Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business ➤ Record accounting transactions in respect of hire purchase and installment system and branches.
BBA2B03	MARKETING MANAGEMENT	<ul style="list-style-type: none"> ➤ Understand and develop insights and knowledge base of various concepts that driving marketing strategies. ➤ Develop skills in organizing for effective marketing and in implementing the market Planning process.

Semester-3

CODE	COURSE	COURSE OUTCOME
BBA3A11	BASIC NUMERICAL METHODS	<ul style="list-style-type: none"> ➤ On completing the course, the students will be able to understand, numerical equations, Matrix, progression, financial mathematics, descriptive statistics and their applications.
BBA3A12	- PROFESSIONAL BUSINESS SKILLS	<ul style="list-style-type: none"> ➤ To update and expand basic Informatics skills of the students. ➤ To equip the students to effectively utilize the digital knowledge resources for their study.
BBA3B04	- CORPORATE ACCOUNTING	<ul style="list-style-type: none"> ➤ Understand and apply fundamental ideas on inventories, PPE, provisions, income tax, borrowing cost and intangible assets ➤ Prepare annual financial statements for companies and compute accounting ratios. ➤ Record accounting transactions in respect of redemption of preference shares and debentures.
BBA3B05	FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> ➤ Understand and develop insights and knowledge base of various concepts of finance ➤ Develop skills for effective Financial, Investment and Dividend decisions making.
BBA3C02 -	BUSINESS REGULATIONS	<ul style="list-style-type: none"> ➤ Analyze statutory provisions and the core concepts in business laws ➤ analyses legal issues arising in day-to-day business operations prevalent in India ➤ Discuss possible solutions to issues in organizations in the frame work of business laws.

Semester-4

CODE	COURSE	COURSE OUTCOME
BBA4A13	ENTREPRENEURSHIP DEVELOPMENT	<ul style="list-style-type: none"> ➤ To familiarize the students with the concept of entrepreneurship. ➤ To identify and develop the entrepreneurial talents of the students. ➤ To generate innovative business ideas in the emerging industrial scenario.
BBA4A14	BANKING AND INSURANCE	<ul style="list-style-type: none"> ➤ To enable the students to acquire knowledge about basics of Banking and Insurance. ➤ To familiarize the students with the modern trends in banking.

BBA4B06	COST AND MANAGEMENT ACCOUNTING	<ul style="list-style-type: none"> ➤ Understand cost and management accounting concepts and its application for decision making. ➤ Aware as to cost consciousness and the various methods and techniques of costing
BBA4C03	CORPORATE REGULATIONS	<ul style="list-style-type: none"> ➤ Understand the features and different types of companies ➤ Aware as to the formation of companies and also as to different documents of companies ➤ Understand the share capital and other relevant provisions of the same ➤ Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, ➤ Understand the provisions of conducting meetings and also the winding up procedure of companies.
BBA4C04	QUANTITATIVE TECHNIQUES FOR BUSINESS	<ul style="list-style-type: none"> ➤ To familiarize student with the use quantitative techniques in managerial decision making.

Semester-5

CODE	COURSE	COURSE OUTCOME
BBA5B07	HUMAN RESOURCES MANAGEMENT	<ul style="list-style-type: none"> ➤ Develop insights on various concepts and Functions of Human Resource Management ➤ Learn the latest trends in Human Resource Management.
BBA5 B08	BUSINESS RESEARCH METHODS	<ul style="list-style-type: none"> ➤ Understand and develop insights and knowledge base of various concepts in Research. ➤ Develop skills for conducting business research
BBA5B09	OPERATIONS MANAGEMENT	<ul style="list-style-type: none"> ➤ Understand the different concepts of operation Management. ➤ Acquire the knowledge to make plans at the operational level of an industry
BBA5B10	INCOME TAX	<ul style="list-style-type: none"> ➤ able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total Income and tax liability.
BBA5B11	FINANCIAL MARKETS AND INSTITUTIONS	<ul style="list-style-type: none"> ➤ Understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.
BBA5D02	E- COMMERCE	<ul style="list-style-type: none"> ➤ Understand the practice of Ecommerce, e-payment and also the security issues.

Semester 6

CODE	COURSE	COURSE OUTCOME
BBA6B12	ORGANISATIONAL BEHAVIOR	<ul style="list-style-type: none"> ➤ Understand the different concepts of Organizational Behavior ➤ analyses individual and group behavior ➤ Understand and deal with organizational change, development and stress.
BBA6B13	MANAGEMENT SCIENCE	<ul style="list-style-type: none"> ➤ to learn different OR techniques useful in managerial decisions.
BBA6B 14	PROJECT MANAGEMENT	<ul style="list-style-type: none"> ➤ Understand the different concepts of managing a project ➤ analyses the viability of a project.
BBA6B15	FINANCIAL SERVICES	<ul style="list-style-type: none"> ➤ understanding of the various financial services and investment opportunities Available in the country.
BBA6B16	INVESTMENT MANAGEMENT	<ul style="list-style-type: none"> ➤ able to aware of various investment opportunities from an investor's perspective Of maximizing return on investment.
BBA6B17(PR)	Three weeks project and viva-voce	<ul style="list-style-type: none"> ➤ Explain the essentials of a project report. ➤ Implement research methods and tools. ➤ Investigate on a particular topic issue or problem. ➤ Write good mini research problem.